

DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES
ANNUAL REPORT ON GOALS, OBJECTIVES AND POLICIES

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Program ID/Title: AGS-818/Ethnic Group Presentations

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I. Goal

The King Kamehameha Celebration Commission (the Commission) was established by the Territorial Legislature in 1939, to plan and implement an annual celebration on a statewide basis to honor the life and accomplishments of Kamehameha the Great. Our objective is to educate and entertain the residents and visitors and provide activities for leisure time, in addition to bringing awareness to a wider audience concerning the traditions and history of Hawaii.

II. Objectives and Policies

The objective of the Commission is to coordinate and provide the activities for the annual celebration statewide. Although Maui is not included in the following list of examples, it is the Commission's intention to provide activities on that island also.

- a. Events on Oahu include: Statue Decorating Ceremony, Annual King Kamehameha Celebration Floral Parade and the Na Hana Noeau O Ka Pakipika highlighting various ethnic cultures.
- b. Events on Hawaii include: Parade with pau riders, floats, decorated vehicles and a ho'olaule'a at the old Kona Airport.
- c. Events on Kauai include: Parade with pa'u riders, floats, decorated vehicles and a ho'olaule'a in Lihue.
- d. Events on Molokai include: Ho'olaule'a in Kaunakakai with various performers and choral groups to entertain the visitors and residents, including arts and crafts and hands on workshops.

III. Action Plan and Timetable

The Commission's plan is to provide all of the celebration's activities and events to the scope and breadth that it has provided in the past.

A. Past Year Accomplishments

The Statue Decoration Ceremony, the 89th Annual King Kamehameha Celebration Floral Parade and Na Hana Noeau O Ka Pakipika in collaboration with Pan Pacific Festival-Matsuri in Hawaii were held on Oahu. A parade and ho'olaule'a was conducted in Lihue, Kauai for the second time in five years.

B. Year 1

1. Increase participants and floats in the Annual King Kamehameha Celebration Floral Parade.

An increase in float units due to the nature of the theme was evident in last year's Annual King Kamehameha Celebration Floral Parade. Increase in participation due to earlier notifications and advertisements.

2. Explore and expand grant and donation opportunities

Funding opportunities and community partnerships are continually being sought. Several grant applications are pending awards.

3. Appoint a commissioner for the Island of Molokai.

C. Year 2

1. Continuation of Year 1 activities with more involvement by general community.
2. Expand and restore neighbor island events, to produce a statewide celebration.

A commissioner was appointed for the Island of Hawaii, July 2005.

D. Year 5

1. Continuation of Year 1 activities. Expand and enhance Oahu activities.

2. Expand and restore neighbor island events to conduct statewide celebrations.

Appointing a commissioner for the Island of Molokai will allow the celebration to once again be represented on Oahu and 4 major islands.

3. Request restoration and additional funding to enhance statewide program.

IV. Performance Measures

- A. Customer Satisfaction Measure – An annual written survey/evaluation will be developed and distributed to measure target audience satisfaction.
- B. Program Standard Measure – Number and type of events to be held annually will be developed.
- C. Cost Effectiveness Measure – Targets for annual donations and grants solicited and received will be developed.